

REAL ROMANCES OF THE BUSINESS WORLD

Mrs. Hayter Reed, Society Leader of Canada, Who Gets a Salary of \$10,000 a Year as Arbiter of Elegance and Comfort

Mrs. Stuyvesant Fish has a reputation for being exceedingly clever, well read and talented. Mrs. Clarence Mackay is noted for her high artistic sense and her brilliancy in conversation. Mrs. Cornelius Vanderbilt shines through her social tact. She is a grand lady alike to the street urchin or the prince of the royal blood. These three women stand out in the social life of New York.

Up in Canada, in Montreal, there is a woman who combines all the fine qualities of Mrs. Fish, Mrs. Mackay and Mrs. Vanderbilt. She is a patriot, comes of a long line of distinguished people, and has a charm of manner and a finesse that have won for her leadership in the society of the Dominion. This woman is Mrs. Hayter Reed.

There seems a wide gulf between social leadership and railroad employment, but Mrs. Reed has bridged it. Independently wealthy, with a multitude of social duties, she still finds time to give enough attention to outside affairs to win a salary of \$10,000 a year from the Canadian Pacific Railroad, in a field and in a position such perhaps as never before was filled by a woman of her prominence. She has no distinctive title on the railroad's pay roll, but for want of a better one she may be called the arbiter of elegance and comfort.

The Canadian Pacific has a great chain of hotels. They dot the country from the Atlantic to the Pacific, from New Brunswick, on the east to Vancouver on the west. They range in size from Swiss chalets that house a few score of persons in the mountains to great structures on the St. Lawrence or on the Pacific shore, fitted to accommodate a thousand or more. They represent an expenditure of many millions of dollars, and an army of men and women are employed in their various departments. Some of them are open only a few months in the year, others are open the year round. There probably is no line of business the success of which depends so much upon little considered trifles, subtle details that unconsciously are noted by many persons with an infinite variety of tastes, as this business of hotel keeping. A successful hotel is a small gold mine; an unsuccessful one is a heavy financial drain.

Some one high in the councils of the Canadian Pacific discovered some years ago that there was one glaring note in its system of hotels. Architects might lavish their knowledge upon this structure or that, and might spend thousands of dollars to develop an idea or decoration, but somehow there was an incompleteness to the whole. No one of the hotels seemed perfect. One might appear to advantage in one particular line, but each had some marked defect. The man who discovered there was some error in the whole hotel plan was wise in this day. It was he who suggested that the company look to some one of the artistic sense, of culture and refinement

ment and of exquisite taste, to give his attention and services to the company.

They looked long and far for the man to fill the bill, but couldn't find just the one person who combined all the qualities they sought. Then somebody suggested they might search America over and find no one so well fitted for this particular task as Mrs. Hayter Reed. The next thing to be considered was whether a woman of her social prominence would accept employment. The situation was put to her diplomatically and rather adroitly, and to the delight of the negotiator the idea appealed to her, and she became an employee of the great railroad of the North.

Maybe the railroads of the United States would try to enlist the services of women like Mrs. Stuyvesant Fish, Mrs. Mackay and Mrs. Vanderbilt in a similar way if the situation in the States were as it is in Canada. But here the law prevents the railroads from embarking in the hotel business. Their sphere is limited to transportation, and they are supposed to go no further. In Canada the railroads have a wide scope, and that is why the Canadian Pacific is in the hotel business as an adjunct to the transportation branch of its energies.

Mrs. Reed's home is in Montreal. Whenever she feels disposed she takes a trip to the East or to the West. A private car is at her disposal; she

may invite whom she pleases to be her guests on her journeys. She may go to the Frontenac at Quebec and stay a day or two, or journey west to Alberta, to the great hotel at Banff Springs. She may cross the continent and put up for a day or a week at the Empress, at Victoria, British Columbia. She may go up into the land of the glaciers or the region of the lakes in the clouds. It is all according to her fancy.

The best that each and every house affords is hers. There are no bills. When she returns she makes a report filled with suggestions. She may recommend changes costing thousands upon thousands of dollars. Some of these treat with minor matters and some with major. They may have to do with the lighting of one whole establishment, or just with the candle effects upon the tables in a dining room. They may have to do with the cuisine or the table service. She may recommend a new color scheme throughout the hotel, a change in the garb of the maids, new drapery effects at the windows, a rearrangement of rugs, of lounges, the building of a fireplace here or there, a new idea for the foyer. She may see a way in which the services of a mere chambermaid can be amplified into something of the duties usually performed by a lady's maid. She may see how a convenience in bath arrangements can be effected or a few details added that make the bath adjoining the hotel room seem like that of a well-appointed home. A sunny effect of wallpaper in an apartment facing the sunless north may transform a hotel suite, or a cool color scheme worked out for one that has too garish a light.

Mrs. Reed has impressed upon and made it apparent to the management that one of the errors hotel people make is giving the greatest heed of consideration to the tastes of men patrons. To-day it is the woman who has to be pleased and catered to in large measure in the big hosteleries. Women's comfort depends to a decided degree upon details that the average man overlooks, and it is only a woman's perception of them that allows of these needs being met. A woman's whim may turn the course of an entire traveling party. A woman's pleasure means often the long stay of an entire family. An original touch here and there, some trifle that tends to her convenience, something that makes it easier to dress, or an arrangement of the furniture that means good light at her dressing table—any one of a hundred trifles that have been seen to by another woman may forge a chain of friendship toward the hotel that means increased revenue.

This woman understands in its fullness how much restful colorings tend to allure a person's mind to harmony. Daintiness in the accessories of boudoir, table, writing-room, hallway; a vase here, a clock there—everything that makes for the homelike and elegant ensemble! She has a catholic taste and the good judgment not to try for any similarity in the fifteen or twenty hotels the Canadian Pacific operates. She has the fine sense that recognizes that the fittest plan for one particular house is that which is distinctive for that special locality. The decorations which might be appropriate, for example, in a hotel in the Rockies would be jarring and incongruous in an Eastern one. She has worked out in her own mind a plan for each one of the houses. She has that instinct and understanding, that sixth sense, that is suggested to some extent by every woman. For want of a better term it is called intuition. She knows what is right and how to make others see it. In this she is different from the vast majority of women. Multitudes of them know what is harmonious in decoration after they have seen it, but she has the artistic mind that can see the whole picture finished before the first touch of paint is put upon the canvas.

Some strange things are credited to this beautiful woman. It is said that in one of the hotels she suggested a particular style of rug to be placed in this room, another in that and so on throughout the house. No such rugs as she suggested could be purchased in the market. They had to be specially made. But the company ordered them made, because she wanted them. And when they finally were laid they were found to harmonize so perfectly with the rest of the fittings as almost to transform the rooms. A house that had been plain had been made beautiful and full of character.

Mrs. Reed's work does not end with the planning of material details. Her home for years had been famous for its entertainments. Her talent for arranging musicales and readings had made her invitations sought for and greatly prized. She "sensed" the things that made for novelty and the special enjoyment of her friends of all tastes. She therefore was asked, as part of her duties, to suggest and superintend the concerts and other entertainments the management wished to provide for such of its houses as catered mostly to the tourist trade. And this she does, selecting the performers and arranging programmes, with the idea always in mind of suitability, suitability to the size of the hotel,

its location and type of guests. There probably never has been a woman in the history of the world who has had an opportunity to stamp her individuality upon so many buildings in such a wide range of territory. In Quebec Mrs. Reed has put her hall mark upon the Frontenac, the hotel that is named for that French count whose administration of Canada is one of the glories of France's control of the western world. The hotel stands on historic ground, up on Dufferin Terrace, on the heights that were climbed by the immortal Wolfe, and close to the Field of Abraham, where the heroic Montcalm went to death. In Montreal, with its rich associations of a bygone day, its atmosphere of Old World elegance and courtliness, she employs her arts on the Place Viger. In Manitoba, land of plains and wheat, there is the Royal Alexandra. In Alberta there are three or four great structures. In far-distant British Columbia there are half a dozen hosteleries, some small, some large, some in the prairie country, some in the mountains, some by the Pacific shores. In Alberta are others and in New Brunswick, near the booming Atlantic, there are two or three.

With all her traveling and attention to the affairs of the railroad, Mrs. Reed finds plenty of time to attend to her social duties in Montreal. She is almost as well known in New York society as in Canadian circles. She was born Catherine Armour and is the eldest daughter of John D. Armour, of Coburg Canada, who was chief justice of the court of Queen's bench in Toronto. Her brother, Donald Armour, is one of the eminent surgeons of the world.

There is a bit of romance in her life. As a girl she was very much in love with Hayter Reed, at that time one of the beaux of Canada. They had some misunderstanding, as lovers will the

world around, and parted. Then came her marriage to Grosvenor P. Lowrey, a wealthy lawyer of New York. For ten or fifteen years she was a prominent figure in the social life of this city. Mr. Lowrey died some ten years ago, and a few years later Mrs. Lowrey married her girlhood sweetheart, who then was construction engineer on the Canadian Pacific Railway.

Mrs. Reed was one of a large family. She has a sister Grace, who is now Mrs. Gordon, of Seattle, and a sister Dorothy, who married Edmund Bristol, member of Parliament for Centre Toronto. Another sister, Eliza Armour, became Mrs. John Dryden, of Toronto, and besides her brother, Dr. Donald Armour, she has another brother, Douglas Armour, K. C., a barrister in Montreal, and still another, Mr. Eric Armour.

She is tall and of handsome appearance, with small, well formed features. Her manner is unusually gracious and winning. Aside from her social prominence and the unique character of her employment, her case has a wide significance and is of especial interest to girls and women. In schools of design, in art establishments of every sort throughout the country, in studios for the development of interior decorating, are thousands of women studying architecture, harmonies of color, periods of historic art, composition and all those things which go toward preparation for such work. To these girls the example of Mrs. Hayter Reed should be an inspiration and a spur. She is showing that talents along these lines, combined with tact, personal charm and good judgment, are splendid business assets. There are many positions in the United States for women with accomplishments similar to this woman's. Social graces, artistic knowledge and a sense of the

appropriate have a high value. She has demonstrated this fact and she has demonstrated it in a land where the remuneration is not so large nor women so active in commercial and professional life as in the United States. (Copyright, 1911, by Richard Spillane.)

Asheville Social News.
(Special to The Times-Dispatch.)
Asheville, N. C., August 12.—In honor of her guest, Miss Anna Beard, of Memphis, Tenn., Miss Helen Taylor entertained at tea Wednesday afternoon at her home on West Haywood Street. Miss Dorothy Long assisted the hostess in receiving. Those present were: Miss Elizabeth Murphy, Miss Horstense Jones, Miss Mary Louise Mannings, of Durham; Miss Flora Nell, Miss Elizabeth Williamson, Miss Dorothy Long, Miss Eloise Carroll, Miss Laura Meares, Miss Evelyn Meares, Miss Byrd Henderson, Miss Mabel Stone, Miss Myrtle Gudger, Miss Beth Arbogast, Miss Ruth Brown, Miss Catherine Beades, Miss Elizabeth Battle, Miss Mary Rogers, Miss Elizabeth Given, Miss Gladys Redwood, Miss Janis Jones, Miss Beth Peizer, Miss Alice Feizer, Miss Nancy Merrimon, Miss Stewart, of Wilmington, Miss Mildred Carter, Miss Evelyn McCoy, Miss Margaret Cowan, Miss Frances Oates, Miss Charity Craig.

On Thursday afternoon Miss Elizabeth Williamson entertained with a "five hundred" party in honor of Miss Flora Nell, formerly an Asheville belle, but now a resident of Alabama. Mrs. Victor Stern entertained on Friday afternoon at a bridge luncheon, followed by a tea at her home on Montford Avenue.

One of the most delightful affairs of the season was the bridge party given last Saturday afternoon by Miss Elizabeth Bernard at her home at Arden Park Lodge, Arden, which is situated a few miles from Asheville. Miss Myrtle Rollins entertained with a "five hundred" party at her home in honor of her guest, Miss Julia Wood, of Elizabeth City, and Miss Blanche Holt, of Ohio, S. C., who is the guest of Miss Lola Jenkin, her son's wife.

On Wednesday afternoon the Woman's Board of Missions of the Asheville Methodist Churches entertained at Central Church in honor of Miss Marshall, who has recently come to this city to take charge of the city mission work, and Miss Giffin, who has been in the city for some time, for the past few years. Cover was laid for the work on a most efficient manner, but who has been transferred to another field of labor.

Winchester Social News.
(Special to The Times-Dispatch.)
Winchester, Va., August 12.—Many camping parties from various sections of Virginia, Maryland and the District of Columbia have been spending the past several weeks along the banks of the Shenandoah River, and upon the outdoor life appears to attract more this summer than for many years past. For several days past the Shenandoah has been too cloudy for fishing, but the campers and other attractive diversions, while on Capon, in the vicinity of Wardsville, large catches of black and speckled trout have been reported.

Mr. and Mrs. John M. Steck left Winchester on Wednesday to visit Mr. and Mrs. Loring A. Cover at their summer home in the Green Spring Valley.

Miss Lina Sanger, who has been visiting at the home of Professor and Mrs. N. D. Cool in Winchester, returned to Pocomoke City, Md., this week. Mrs. C. W. McVicar, of Newport News, Va., is visiting her son, Charles McVicar, in Winchester.

Mrs. Paul S. Slavin, who has been spending the past month in Winchester, has returned to her home at Monterey, accompanied by Miss Edith Maphis, of this city.

Professor Thomas S. Settle, of Richmond, has been spending the past week in Winchester and vicinity. Captain and Mrs. Robert L. Gray, of Winchester, have been visiting friends this week in Waynesboro, Pa. Miss Nannie L. Krebs returned to Philadelphia on Wednesday, after visiting at the home of Mr. and Mrs. H. Clay Krebs, in Winchester.

Mrs. Mabel Alken, of Winchester, has gone to New Market to attend a house party given by Mrs. Cecil Grall.

Miss Jessie Korn has returned to her home in Winchester, after visiting friends in Staunton, and was accompanied by Miss Kinney, of that city. Mrs. Birdie Shull Claggett, of Dumfries, is spending a week with relatives in Winchester and vicinity.

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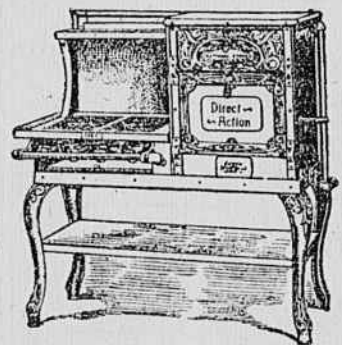
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